

## Christine McMillen

---

**From:** Walt Vasquez  
**Sent:** Tuesday, October 01, 2019 7:55 AM  
**To:** Christine McMillen; Raymond Sweeney; Matt Nicholass; Megan Wiegelman  
**Subject:** FW: California Public Records Act Request: La Mesa Ring

**From:** 81028-22955739@requests.muckrock.com [mailto:81028-22955739@requests.muckrock.com]  
**Sent:** Monday, September 30, 2019 6:44 PM  
**To:** Walt Vasquez  
**Subject:** California Public Records Act Request: La Mesa Ring

La Mesa, CA Police Department  
PRA Office  
8085 University Avenue  
La Mesa, CA 91942

September 30, 2019

To Whom It May Concern:

Pursuant to the California Public Records Act, I hereby request the following records:

Public reports state that this police department has partnered with Ring, Amazon's home security company. (<https://blog.ring.com/2019/08/28/working-together-for-safer-neighborhoods-introducing-the-neighbors-active-law-enforcement-map/>) These partnerships involve an exchange: Law enforcement gets access to Ring's "Law Enforcement Neighborhoods Portal." The Law Enforcement Neighborhood Portal is a way that police can request Ring camera footage from people that use Neighbors, Ring has a "neighborhood watch" app.

Therefore, I hereby request the following records:

1) All instructional materials, presentations and presentation materials (including recorded video and audio, PowerPoint files, prepared remarks, and slides formats), and other guidance on the use of Ring devices and/or the Neighbors app. This includes A) any notes taken during meetings that discussed the use of Ring devices and/or the Neighbors app, B) any explanations (whether internally or externally generated) of how Ring devices and/or the Neighbors app work, and C) any other document that has been used to help explain the use of Ring devices and/or the Neighbors app to any party, including internal documentation, public relations materials, and executive summaries.

2) A copy of any privacy impact assessments, use policies, standard operating procedures, data retention policies, legal opinions, warranties, non-disclosure agreements, contracts, liability waivers, insurance agreements, Requests for Proposals, Responses to Requests for Proposal, Memorandums of Understanding, Letters of Interest, usage policies, or informal agreements between the police department and Ring.

- 3) A copy of any funding opportunity announcements, grant applications and grantor status/progress reports, reports to legislative bodies, annual reports that mention Ring or the Neighbors app, as well as audit records, including but not limited to security audits of the software, misuse reports, and reports to oversight bodies.
- 4) Any digital communications including but not limited to emails and text messages) as well as documents, (including but not limited to PDF, word processing, excel, and slide documents) that mention Ring or the Neighbors app.
- 5) Any digital communications (including but not limited to emails and text messages) with Ring representatives.

Please try to include any other miscellaneous documents that facilitate this police department's relationship with Ring that don't neatly fall neatly into the above categories.

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In the event that there are fees, I would be grateful if you would inform me of the total charges in advance of fulfilling my request. I would prefer the request filled electronically, by e-mail attachment if available or CD-ROM if not.

Thank you in advance for your anticipated cooperation in this matter. I look forward to receiving your response to this request within 10 calendar days, as the statute requires.

Sincerely,

Caroline Haskins

Filed via MuckRock.com

E-mail (Preferred): [81028-22955739@requests.muckrock.com](mailto:81028-22955739@requests.muckrock.com)

Upload documents directly:

[https://accounts.muckrock.com/accounts/login/?next=https%3A%2F%2Fwww.muckrock.com%2Faccounts%2Flogin%2F%3Fnext%3D%252Faccounts%252Fagency\\_login%252Ffla-mesa-ca-police-department-4195%252Ffla-mesa-ring-81028%252F%253Femail%253Dpdchief%252540ci.la-mesa.ca.us&url\\_auth\\_token=AAAz-absVUKpYhYvJGvJ01o8F3w%3A1iF7CP%3AZ77GvY\\_omj4V5wGFTUFZmBQISIE](https://accounts.muckrock.com/accounts/login/?next=https%3A%2F%2Fwww.muckrock.com%2Faccounts%2Flogin%2F%3Fnext%3D%252Faccounts%252Fagency_login%252Ffla-mesa-ca-police-department-4195%252Ffla-mesa-ring-81028%252F%253Femail%253Dpdchief%252540ci.la-mesa.ca.us&url_auth_token=AAAz-absVUKpYhYvJGvJ01o8F3w%3A1iF7CP%3AZ77GvY_omj4V5wGFTUFZmBQISIE)

Is this email coming to the wrong contact? Something else wrong? Use the above link to let us know.

For mailed responses, please address (see note):

MuckRock News

DEPT MR 81028

411A Highland Ave

Somerville, MA 02144-2516

PLEASE NOTE: This request is not filed by a MuckRock staff member, but is being sent through MuckRock by the above in order to better track, share, and manage public records requests. Also note that improperly

addressed (i.e., with the requester's name rather than "MuckRock News" and the department number) requests might be returned as undeliverable.



## La Mesa Police Department

has joined Neighbors by Ring!

Neighbors by Ring is the new Neighborhood Watch that sends real-time crime and safety notifications directly to your phone.

To join the **La Mesa Police Department** on the FREE Neighbors App,

text **lamesapd** to **555888**



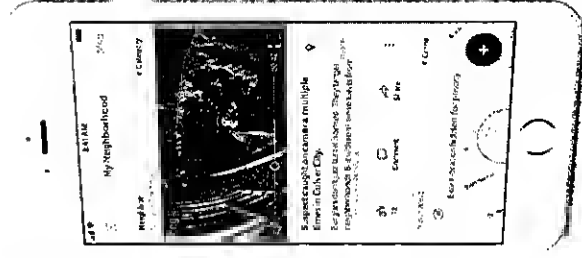


Neighbors by Ring

## Welcome to the New Neighborhood Watch

- Get instant crime and safety alerts from your neighbors.
- Receive real-time updates from local law enforcement about crime in your neighborhood.
- Share alerts with neighbors to keep your community ahead of local crime.

Learn more at [download.ring.com/lamesa](https://download.ring.com/lamesa)



ring



# La Mesa Police Department

## has joined Neighbors by Ring!



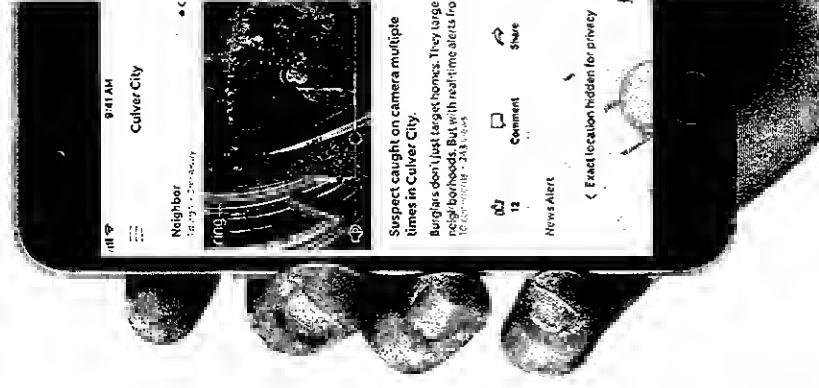
Neighbors by Ring

Neighbors by Ring is the new Neighborhood Watch that  
delivers real-time crime and safety notifications directly to your

La Mesa Police Department on the Neighbors App  
Visit [download.ring.com/lamesa](http://download.ring.com/lamesa) or text **lamesa** to  
5284 to download the **FREE** app today!

Download on the  
App Store

GET IT ON  
Google Play



## Neighbors Feed

Aggregate view of all Neighbor and Law Enforcement posts within and around your jurisdiction.

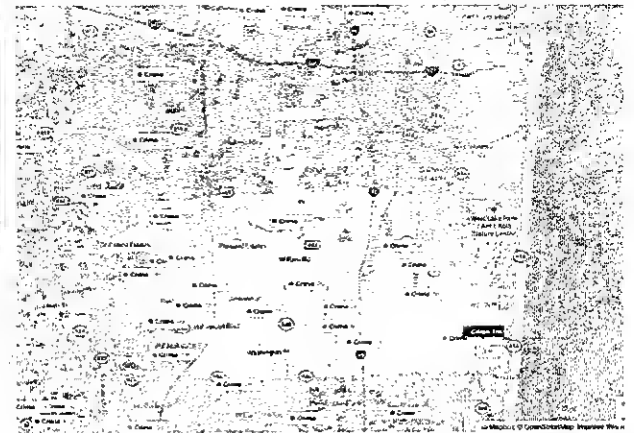
Ability to view all posts or filter by category

1. Crime
2. Suspicious
3. Safety
4. Stranger

ring

NEIGHBORS FEED

APPLY RESET



Notes:

## Commenting

Shows the community that Law Enforcement is engaging and being proactive.

Crime Analyst Aliperti · 3d  
Hello - can the original poster please give me a call? 239-573-3043 Thank you! -Deirdra Aliperti, Crime Analyst

Reply

Public Information · 3d  
Thank you for sharing this video, it has been sent to the officers investigating. If you have not done so already, please call 410-313-3700 to file a report.

Reply

Public Information · 2d  
These two juveniles are in custody and will be charged. Your videos were essential in identifying them so quickly. Please encourage your neighbors to report any stolen packages, etc.

Reply

Neighbor 24 · 2d  
Thanks for the great work!

Reply

Notes:

Posting

Localized messaging system (not jurisdiction-wide)

Requires an address (hidden from public view) to determine recipients

Neighbors who are subscribed to that area will receive a notification

Effective way to solicit information from the community

Notes:

Law Enforcement Agency Nov 20, 2018 09:04

crime

Vehicle break-ins

In the overnight hours of Sunday, Nov. 18-Monday, Nov. 19, unknown suspect(s) broke in to 12 vehicles on the following streets: Peartree Way, Green Meadow Drive, Red Stream Way, Gray Star Way, and Little Patuxent Parkway. In some cases, a window was broken; in others, car doors were left unlocked. Only loose change was reported stolen. If you have any information, call 410-313-3700. You also are encouraged to check your doorbell cameras to see if they captured anything during this timeframe.

5 comments 2 views

18 Comment Share

Suggested Content

Anything actionable that could be categorized as crime and safety

- 1. PSA
- 2. BOLO
- 3. Request for information

Notes:

Law Enforcement Agency

Feb 01, 2019 10:18 Crime

Hit and Run on Main Street

Looking for vehicle and driver description that were involved in a hit and run on Main Street around 6:00PM on Monday Feb 5. Please contact Detective Jones with any information at (123) 456-7890 and reference case #12345.

30 Comments 1 view

12 Comment Share



## Request Form

1. Incident Location
  - a. Required to determine area of interest
2. Case #
  - a. Internal reference number
3. Start Date/End Date
  - a. Max 12-hour window
  - b. Up to 45 days in the past
4. Incident Type
  - a. Select Category
5. Click 'Submit' to see a preview

ring Neighbors  
Watch

Incident Location

Case #

Start Date

End Date

Incident Type (optional)

**SEND**

## Notes:

### Camera Map

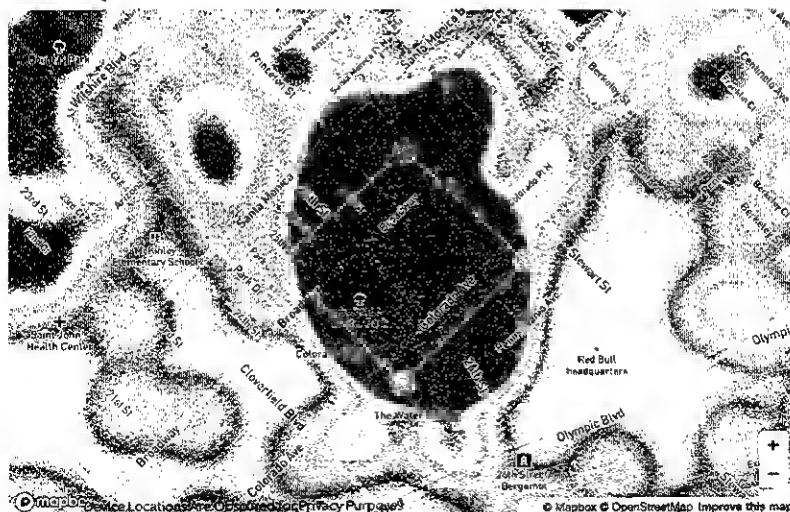
Heat Map of all active Ring cameras in jurisdiction

- *Exact locations obscured for privacy*

Stretch polygon points to define a geofence around the area of interest

Minimum of 0.02 square miles, maximum of 0.5 square miles

## Notes:



## Email to Ring User

Sent to Ring User from Ring Team on behalf of Agency

Ring User will receive email with three options:

1. Share All Videos
2. Review Video
  - a. Allows user to send selected videos
3. Not Share

Click send to confirm Video Request

### Notes:

Dear Jonny,

On December 3rd 2018 a crime was committed in your immediate area and your Ring system may have captured video that can help solve this case!

Criminal Intelligence Analyst Jones of the Law Enforcement Agency is working to gather videos captured between:

December 3rd from 7:00 pm to 1:00 am on December 4th

We are reaching out to Ring neighbors in the immediate area to assist the Law Enforcement Agency in gathering videos.

Sharing your Ring videos is absolutely your choice, and none of your information has been shared with law enforcement.

Feel free to choose the that's right for you. We any videos you choose and you won't need to action.

This is a time sensitive forward to your response

Thank you for being a f

Stay Safe,  
The Neighbors Team

Would you like to share your Ring Videos?

SHARE VIDEOS

REVIEW VIDEOS\*

\*Ring login required

DON'T SHARE

Please exclude me from future request to share footage

## Manage Cases

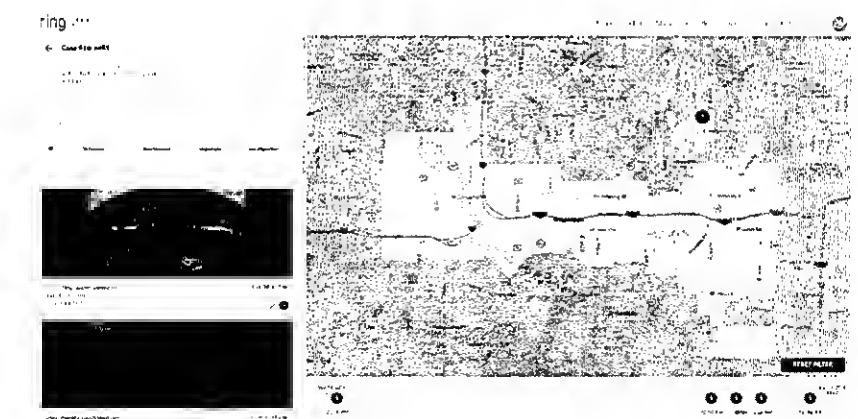
Select Case to view submitted videos

1. Videos will reveal address and user email
2. All videos submitted are stored in Portal indefinitely

Select Video to review footage

1. Categorize each video as important or not important
2. Important videos can be downloaded onto a desktop in MP4 format and uploaded into an evidence management system
3. Videos marked as not important will be archived

### Notes:



## Neighbors Portal Reference Sheet

### Quick Start

*\*For an optimal experience, please access the Neighbors Portal using Firefox or Chrome.*

#### First time logging in:

1. Check your inbox for an email from Ring Team
2. Click Join Portal
3. Follow the prompts to create your account
4. Bookmark <https://nw.ring.com/> for quick, easy access to Neighbors Portal

#### Returning users:

1. Using either Firefox, or Google Chrome, go to <https://nw.ring.com/>
2. Enter your login credentials

### Key Takeaways

1. **Engage on Portal.** The more your community sees your involvement, the more effective Portal features become when interacting with them.
2. **Join an Alert Zone.** Let us deliver the most important crime related posts directly to your inbox. Joining an Alert Zone is easy:
  1. Sign in → click the blue profile icon in the upper right corner → My Profile
  2. Click **Select Alert Zone**
  3. Choose an **Alert Zone**
3. **Anyone Can Use Neighbors.** Neighbors is a free app that anyone can download and use. Portal grows in value with each resident that downloads the Neighbors app.

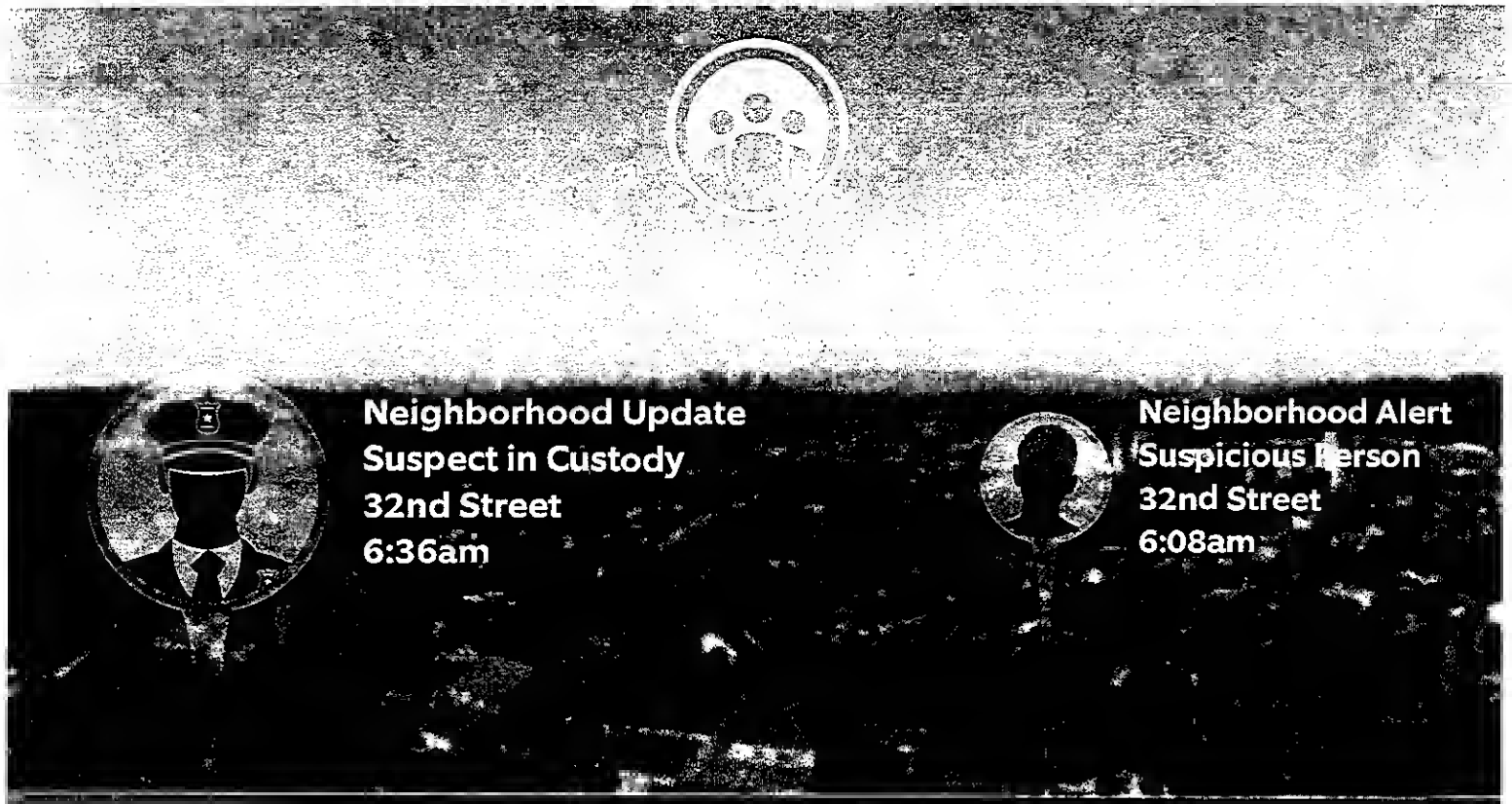
### Questions?

For technical support and/or feedback, contact your Account Manager **Kyle Demmin** at [kyle.demmin@ring.com](mailto:kyle.demmin@ring.com) or 714-381-6291.

### Special Offers for Law Enforcement

1. Download the Neighbors app for free at [download.ring.com/lamesa](https://download.ring.com/lamesa) or text lamesapd to 555888
2. Get \$50 off of eligible Ring Video Doorbells, Security Cams, and our Ring Alarm when you shop at Ring.com. Use discount code: **NBLAMESA** and be sure to check out using your department email address ([example@ci.lamesa.ca.us](mailto:example@ci.lamesa.ca.us))

\*Discount does not apply towards accessories and/or already discounted devices, including but not limited to Ring Video Doorbell Classic



**Neighborhood Update**  
**Suspect in Custody**  
**32nd Street**  
**6:36am**

**Neighborhood Alert**  
**Suspicious Person**  
**32nd Street**  
**6:08am**



## La Mesa Police Department has joined Neighbors by Ring!

Neighbors by Ring is the new Neighborhood Watch that sends real-time crime and safety notifications directly to your phone. The La Mesa Police Department has joined the Neighbors App to share alerts, comment on local issues and help make our communities safer for everyone.

### Join the La Mesa Police Department on the Neighbors App

Text **lamesapd** to 555888 to download the free Neighbors App to see what's going on in your community right now. Share the App with your neighbors, friends and family to make a difference in your neighborhood today.



## Christine McMillen

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**From:** Claudia Ortega  
**Sent:** Tuesday, October 01, 2019 12:04 PM  
**To:** Christine McMillen  
**Subject:** RE: California Public Records Act Request: La Mesa Ring  
**Attachments:** Neighbors Co-branded Postcard\_La Mesa PD.pdf; Social Media Asset\_La Mesa PD.pdf; Training Guides.pdf; Reference Sheet\_La Mesa PD.pdf; Portal Announcement Flyer\_La Mesa PD.pdf; Neighbors Co-branded Postcard\_La Mesa PD\_Page\_2.jpg

Christine,

Here are the screen shots of our social media giveaway posts.



**La Mesa Police Department**

Published by IG 171 · August 9 ·

...

We're doing another Ring giveaway! 🎉

To enter, simply:

1. Download the Ring Neighbors App at [download.ring.com/lamesa](https://download.ring.com/lamesa)
2. Share our Safety Fair event post
3. Stop by our booth at the Safety Fair, and be sure to leave your Facebook or Instagram handle

To be eligible to win, you must:

- Follow the La Mesa Police Department on Facebook or Instagram
- Live in the City of La Mesa, and provide proof of residency when claiming the prize at our station

We will announce our two winners next week! There is no cost to enter this contest. The prize consists of the Ring device only – the winner will be responsible for installing and maintaining the Ring doorbell and service. The La Mesa Police Department does NOT have the ability to access Ring cameras.





**La Mesa Police Department**

August 15 · 🌐



👋 Congratulations to Debbie Waid who has been selected as the winner of a free Ring Video Doorbell. Thank you again for participating! Message or call us at 619-667-7545 to claim your prize!

If you didn't win, don't worry, stay tuned and keep following for future giveaways!



+



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**918**

People Reached

**69**

Engagements

**Boost Post**

👍❤️ 28

1 Comment 2 Shares



**La Mesa Police Department**

April 8 · 🌐

...

👉 Congratulations to [@mhinchmn](#) (Instagram) and Jessica Tirado (Facebook) who have been selected as winners of a free Ring Video Doorbell. Message or call us at 619-667-7545 to claim your prize!

If you didn't win, don't worry, stay tuned and keep following for future giveaways!



+



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834

People Reached

125

Engagements

Boost Post



44

4 Comments



Like



Comment



Share



More options





**La Mesa Police Department**

Published by IG 101 April 5

...

### WIN A FREE RING DOORBELL

To celebrate our new partnership with Ring, we are giving away Ring Doorbells to TWO La Mesa residents- one winner from our Instagram followers, and one from our Facebook followers (see below for other requirements)!

To enter, simply:

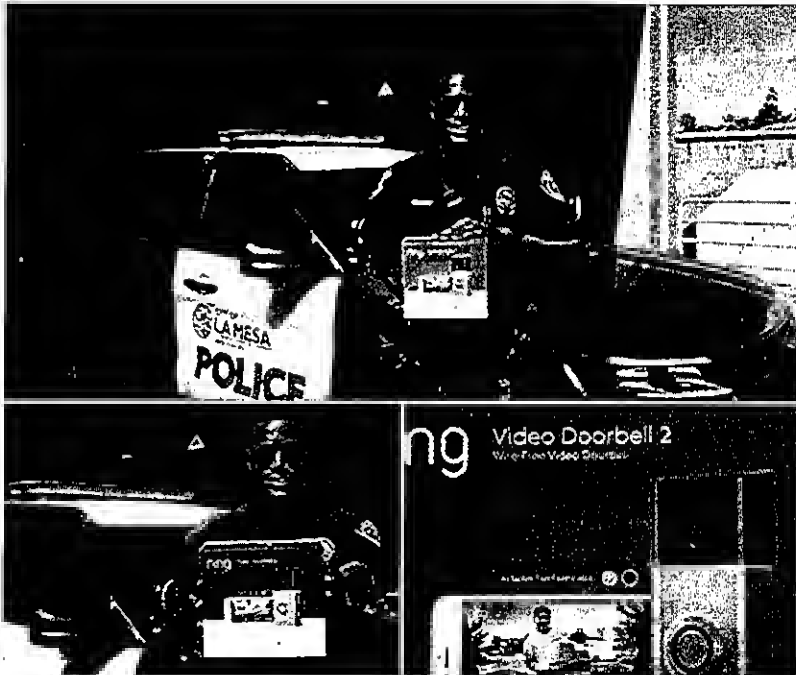
1. Download the Ring Neighbors App at [download.ring.com/lamesa](https://download.ring.com/lamesa)
2. Comment below this post that you downloaded the app

We will draw our two winners on Monday 4/8/19!

To be eligible to win, you must:

- Follow the La Mesa Police Department on Facebook or Instagram
- Download the Ring Neighbors App
- Live in the City of La Mesa
- Provide proof of residency when claiming the prize at our station.

There is no cost to enter this contest. The prize consists of the Ring device only – the winner will be responsible for installing and maintaining the Ring doorbell and service. The La Mesa Police Department does NOT have the ability to access Ring cameras.



**From:** Christine McMillen

**Sent:** Tuesday, October 01, 2019 8:24 AM

**To:** Claudia Ortega; Erin Jones; Gregory Runge

**Cc:** Walt Vasquez

**Subject:** FW: California Public Records Act Request: La Mesa Ring

I have all the e-mail communications between us and Ring, as well as the MOU and initial press release about the partnership. Do we have any of the below highlighted records?

~Christine

---

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**To:** Christine McMillen; Raymond Sweeney; Matt Nicholass; Megan Wiegelman  
**Subject:** FW: California Public Records Act Request: La Mesa Ring

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Sincerely,

Caroline Haskins

Filed via MuckRock.com

E-mail (Preferred): [81028-22955739@requests.muckrock.com](mailto:81028-22955739@requests.muckrock.com)

Upload documents directly:

[https://accounts.muckrock.com/accounts/login/?next=https%3A%2F%2Fwww.muckrock.com%2Faccounts%2Flogin%2F%3Fnext%3D%252Faccounts%252Fagency\\_login%252Ffla-mesa-ca-police-department-4195%252Ffla-mesa-ring-81028%252F%253Femail%253Dpdchief%252540ci.la-mesa.ca.us&url\\_auth\\_token=AAAz-absVUKpYhYvJGvJ01o8F3w%3A1iF7CP%3AZ77GvY\\_omj4V5wGFTUFZmBQISIE](https://accounts.muckrock.com/accounts/login/?next=https%3A%2F%2Fwww.muckrock.com%2Faccounts%2Flogin%2F%3Fnext%3D%252Faccounts%252Fagency_login%252Ffla-mesa-ca-police-department-4195%252Ffla-mesa-ring-81028%252F%253Femail%253Dpdchief%252540ci.la-mesa.ca.us&url_auth_token=AAAz-absVUKpYhYvJGvJ01o8F3w%3A1iF7CP%3AZ77GvY_omj4V5wGFTUFZmBQISIE)

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## Christine McMillen

---

**Subject:** Ring Onboarding Training -  
**Location:** Upstairs conference room

**Start:** Tue 3/5/2019 11:00 AM  
**End:** Tue 3/5/2019 12:00 PM  
**Show Time As:** Tentative

**Recurrence:** (none)

**Meeting Status:** Not yet responded

**Organizer:** Claudia Ortega  
**Required Attendees:** Raymond Sweeney; Gregory Runge; Christine McMillen; Amber Lashbrook; Shelby Felan; Dale Perry; Jeff W. Raybould; Erin Jones; Matt Nicholass

One hour training on the law enforcement portal of Ring.com

## Christine McMillen

---

**From:** Claudia Ortega  
**Sent:** Thursday, February 07, 2019 12:00 PM  
**To:** 'Kyle Demmin'  
**Cc:** Gregory Runge  
**Subject:** RE: Ring POC Intro

Hi Kyle,

I have cc'd the PIO, Lieutenant Runge to the email. I will work on getting that shape file for you but had a couple questions on that. What type of geography of the shapefile are you looking for? What mapping feature, street file, building file?

Thank you!

Best Regards,

Claudia

**From:** Kyle Demmin [mailto:kyle.demmin@ring.com]  
**Sent:** Wednesday, February 06, 2019 5:05 PM  
**To:** Claudia Ortega  
**Subject:** Re: Ring POC Intro

Hi Claudia,

Thank you for connecting with me earlier! Recap below as promised (apologize in advance for the lengthy email):

### **1. Onboarding**

a) Projected Date: **March 5th, 2019. Time to be determined.**

Recommended schedule below:

Session 1 (60 minutes): Neighbors Feed & Law Enforcement Portal Training

Attendees: Head POC, PIO, Existing social media users, Detectives, Crime Analysts, General (open to anyone in department)

b) Scheduling - I'll be sending over a calendar invite as a placeholder. Once confirmed, please send out your respective internal calendar invites to the team and copy myself.

c) For the day of onboarding, I'll just need a room that has access to a projector/TV with an HDMI connection.

### **2. Portal Requirements**

a) Account Provisioning - Attached is an Excel doc outlining what's needed to provision users. Please add everyone that would potentially need an account and send it back my way before the scheduled onboarding. Please note that accounts will NOT be provisioned until after the onboarding and that I will confirm the final provisioning list with you before doing so. Please let me know if you have any questions on this!

b) Browser Compatibility - Portal is compatible with Chrome and Firefox Please refrain from using Internet Explorer or any others not listed above.

### **3. Miscellaneous**

a) Seed Units - I will be sending 10 donation devices to Claudia Ortega's attention to: 8085 University Ave, La Mesa, CA 91942 and follow up with a shipping confirmation as soon as I receive it!

### **4. Next Steps**

Once you have tracked down your department's shapefile, can you send that over to me?

I'll be working with our operations team to get La Mesa PD Portal created, and I will send over login information for you once completed. This will help provide more context for the day of onboarding.

Finally, I forgot to mention on the call, but would it make sense to introduce myself to Lieutenant Runge? I want to loop in our PR Coordinator, Morgan, for some additional items/asks that will be PR-specific. Let me know what works best.

Thank you again for your time earlier and let me know if I forgot anything!

-Kyle

On Wed, Feb 6, 2019 at 2:33 PM Kyle Demmin <[kyle.demmin@ring.com](mailto:kyle.demmin@ring.com)> wrote:

Hi Claudia,

Just called and left you a voicemail. Please feel free to give me a call back anytime this afternoon at 714-381-6291.

If easier to schedule a time, we can also do that over email as well.

Best,  
Kyle

On Wed, Feb 6, 2019 at 11:29 AM Kyle Demmin <[kyle.demmin@ring.com](mailto:kyle.demmin@ring.com)> wrote:

Hi Claudia,

Sounds great. I'll give you a call this afternoon at 2:30pm.

Talk soon,

Kyle

On Wed, Feb 6, 2019 at 11:24 AM Claudia Ortega <[cortega@ci.la-mesa.ca.us](mailto:cortega@ci.la-mesa.ca.us)> wrote:

Hi Kyle,

Please feel free to call me this afternoon any time after 2pm. I look forward to working with you.

Best Regards,

*Claudia Ortega*

*La Mesa Police Department*

*Crime Prevention/Community Relations Specialist*

*Phone: 619-667-7545*

**From:** Kyle Demmin [<mailto:kyle.demmin@ring.com>]

**Sent:** Wednesday, February 06, 2019 11:21 AM

**To:** Claudia Ortega

**Cc:** Raymond Pollum

**Subject:** Re: Ring POC Intro

Ray,

Thank you very much for the introduction.

Claudia,

It's a pleasure to meet you via email. It would be great to connect for a quick chat this afternoon or at your earliest convenience. As Ray mentioned, we'd love to get the onboarding for La Mesa Police Department fast tracked.

Please let me know the best number to reach you on and the best day/times for a call.

Looking forward to working with you.

-Kyle

On Wed, Feb 6, 2019 at 11:09 AM Raymond Pollum <[raymond.pollum@ring.com](mailto:raymond.pollum@ring.com)> wrote:

Claudia, Nice to hear from you. As mentioned, I want to make a quick introduction to Kyle Demmin who is charged with onboarding La Mesa Police Department and will be your point of contact going forward. Kyle is one of our senior account managers at Ring who works with agencies during the onboarding and then ongoing support when needed.

Because of some of the delays on our side, I've asked Kyle to fast track the onboarding for La Mesa. I've also provided your contact information to him and will ask that he reach out to you directly. His contact info is below if you need to reach him prior:

Kyle Demmin, Sr. Account Manager

Phone: 714-381-6291

Email: On Copy

Thanks again Claudia for your support and patience. I'm looking forward to hearing great things from La Mesa as we work together to reduce crime in the community.



Sincerely, Ray

Raymond Pollum

Vice President of Neighborhood Sales



1523 26th St

Santa Monica, CA 90404

[ray@ring.com](mailto:ray@ring.com)

(949) 690-6979 Mobile

As seen on:

Fortune Magazine- Meet Ring, the connected doorbell company that just scored Richard Branson as an investor

Time Magazine's Top 10 Gadgets

The Truth About Daytime Burglaries

TechCrunch Product Review

ABC's Shark Tank (password: doorbot)

Ring Partners With LAPD To Reduce Crime In Wilshire Park

**Kyle Demmin**

Account Manager

Cell: 714-381-6291



1523 26th St

Santa Monica, CA 90404

LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

--

**Kyle Demmin**

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--  
**Kyle Demmin**

Account Manager  
Cell: 714-381-6291



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LA Times: Ring modernized the doorbell, then went to war against crime  
USA Today: Police say crime drops with video doorbell

## Christine McMillen

---

**From:** Claudia Ortega  
**Sent:** Thursday, February 07, 2019 11:36 AM  
**To:** Gregory Runge  
**Subject:** RE: Ring POC Intro

An hour

---

**From:** Gregory Runge  
**Sent:** Thursday, February 07, 2019 11:20 AM  
**To:** Claudia Ortega  
**Subject:** RE: Ring POC Intro

How long is the training? You will get a lot of grumpy people if it means no lunch break.

---

**From:** Claudia Ortega  
**Sent:** Thursday, February 07, 2019 11:00 AM  
**To:** Gregory Runge  
**Subject:** RE: Ring POC Intro

Okay, sounds good!

I know I said early afternoon but does 11:00 am work? They are driving down from LA.

---

**From:** Gregory Runge  
**Sent:** Thursday, February 07, 2019 10:32 AM  
**To:** Claudia Ortega  
**Subject:** RE: Ring POC Intro

Sounds good! Since so many people are involved, let's try and get a meeting invite to everyone as soon as we can.

Thanks!

Greg

---

**From:** Claudia Ortega  
**Sent:** Wednesday, February 06, 2019 4:36 PM  
**To:** Gregory Runge  
**Subject:** RE: Ring POC Intro

Yes, sorry the 5<sup>th</sup>.

Yes, he wants to train the users.

Okay, I will figure out if he can do early afternoon that day. Also, Erin and I can be at the training?

Thanks,

Claudia

---

**From:** Gregory Runge  
**Sent:** Wednesday, February 06, 2019 4:32 PM  
**To:** Claudia Ortega  
**Subject:** RE: Ring POC Intro

Do you mean the 5<sup>th</sup>?

Is this a "Train the Trainer" type event? About how long?

I would invite:

Me  
Captain Sweeney  
Christine  
Amber  
Shelby  
Sgt Perry  
Sgt Raybould

Thanks!

Greg

---

**From:** Claudia Ortega  
**Sent:** Wednesday, February 06, 2019 4:21 PM  
**To:** Gregory Runge  
**Subject:** RE: Ring POC Intro

Are you available for a meeting/ training on Tuesday, March 3<sup>rd</sup>? Also, who should we include in this training?

---

**From:** Gregory Runge  
**Sent:** Wednesday, February 06, 2019 2:52 PM  
**To:** Claudia Ortega  
**Subject:** RE: Ring POC Intro

Awesome! Thank you.

---

**From:** Claudia Ortega  
**Sent:** Wednesday, February 06, 2019 11:37 AM  
**To:** Gregory Runge  
**Cc:** Matthew Gay  
**Subject:** FW: Ring POC Intro

Hi Lt. Runge,

We are finally moving forward. I will keep you posted on what the next steps are.

-Claudia

---

**From:** Raymond Pollum [<mailto:raymond.pollum@ring.com>]  
**Sent:** Wednesday, February 06, 2019 11:10 AM

**To:** Claudia Ortega  
**Cc:** Kyle Demmin  
**Subject:** Ring POC Intro

Claudia, Nice to hear from you. As mentioned, I want to make a quick introduction to Kyle Demmin who is charged with onboarding La Mesa Police Department and will be your point of contact going forward. Kyle is one of our senior account managers at Ring who works with agencies during the onboarding and then ongoing support when needed.

Because of some of the delays on our side, I've asked Kyle to fast track the onboarding for La Mesa. I've also provided your contact information to him and will ask that he reach out to you directly. His contact info is below if you need to reach him prior:

Kyle Demmin, Sr. Account Manager

Phone: 714-381-6291

Email: On Copy

Thanks again Claudia for your support and patience. I'm looking forward to hearing great things from La Mesa as we work together to reduce crime in the community.

Sincerely, Ray

—  
Raymond Pollum  
Vice President of Neighborhood Sales



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[ray@ring.com](mailto:ray@ring.com)  
(949) 690-6979 Mobile

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[Ring Partners With LAPD To Reduce Crime In Wilshire Park](#)

## Christine McMillen

---

**From:** Claudia Ortega  
**Sent:** Wednesday, February 06, 2019 11:37 AM  
**To:** Gregory Runge  
**Cc:** Matthew Gay  
**Subject:** FW: Ring POC Intro

Hi Lt. Runge,

We are finally moving forward. I will keep you posted on what the next steps are.

-Claudia

**From:** Raymond Pollum [<mailto:raymond.pollum@ring.com>]  
**Sent:** Wednesday, February 06, 2019 11:10 AM  
**To:** Claudia Ortega  
**Cc:** Kyle Demmin  
**Subject:** Ring POC Intro

Claudia, Nice to hear from you. As mentioned, I want to make a quick introduction to Kyle Demmin who is charged with onboarding La Mesa Police Department and will be your point of contact going forward. Kyle is one of our senior account managers at Ring who works with agencies during the onboarding and then ongoing support when needed.

Because of some of the delays on our side, I've asked Kyle to fast track the onboarding for La Mesa. I've also provided your contact information to him and will ask that he reach out to you directly. His contact info is below if you need to reach him prior:

Kyle Demmin, Sr. Account Manager  
Phone: 714-381-6291  
Email: On Copy

Thanks again Claudia for your support and patience. I'm looking forward to hearing great things from La Mesa as we work together to reduce crime in the community.

Sincerely, Ray

--  
Raymond Pollum  
Vice President of Neighborhood Sales



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Ring Partners With LAPD To Reduce Crime In Wilshire Park



**Christine McMillen**

---

**From:** Claudia Ortega  
**Sent:** Sunday, November 04, 2018 7:30 PM  
**To:** Raymond Sweeney  
**Cc:** Gregory Runge; Chad Bell  
**Subject:** FW: Neighbors Ring App

Captain,

I will get in contact with their Analyst next week and provide you with an update.

Best Regards,

Claudia

---

**From:** Cindy Anderson [<mailto:Cindy.Anderson@carlsbadca.gov>]  
**Sent:** Thursday, November 01, 2018 5:15 PM  
**To:** Claudia Ortega  
**Subject:** RE: Neighbors Ring App

Right now, it's us analysts, supervisors, investigations, and a handful of motivated patrol officers. We are not giving them their CAD data. No idea why they bothered asking!! They can use our crimemapping data lol. Do you use the free app? We use that too for our city.

Cindy Anderson  
Carlsbad Police Department  
2560 Orion Way  
Carlsbad, CA 92010  
(760) 931-2170  
[cindy.anderson@carlsbadca.gov](mailto:cindy.anderson@carlsbadca.gov)

**From:** Claudia Ortega [<mailto:cortega@ci.la-mesa.ca.us>]  
**Sent:** Thursday, November 1, 2018 5:13 PM  
**To:** Cindy Anderson <[Cindy.Anderson@carlsbadca.gov](mailto:Cindy.Anderson@carlsbadca.gov)>; Terri Tulley <[Terri.Tulley@carlsbadca.gov](mailto:Terri.Tulley@carlsbadca.gov)>  
**Subject:** RE: Neighbors Ring App

Oh Awesome!

I would love to chat with you after your class. I am interested to hear who monitors/ has access to it in your department. Do you know if your agency is providing them with your CAD data or were they okay with using Crimemapping.com to fulfill their needs.

Claudia

---

**From:** Cindy Anderson [<mailto:Cindy.Anderson@carlsbadca.gov>]  
**Sent:** Thursday, November 01, 2018 5:09 PM  
**To:** Claudia Ortega; Terri Tulley  
**Subject:** RE: Neighbors Ring App

Hi Claudia,

Yes, we have the LE portal. Our class is next Tuesday.

Cindy Anderson  
Carlsbad Police Department  
2560 Orion Way  
Carlsbad, CA 92010  
(760) 931-2170  
[cindy.anderson@carlsbadca.gov](mailto:cindy.anderson@carlsbadca.gov)

**From:** Claudia Ortega [<mailto:cortega@ci.la-mesa.ca.us>]  
**Sent:** Thursday, November 1, 2018 5:07 PM  
**To:** Cindy Anderson <[Cindy.Anderson@carlsbadca.gov](mailto:Cindy.Anderson@carlsbadca.gov)>; Terri Tulley <[Terri.Tulley@carlsbadca.gov](mailto:Terri.Tulley@carlsbadca.gov)>  
**Subject:** Neighbors Ring App

Hi Cindy and Terri,

Is your agency working with the Neighbors Ring Law Enforcement platform?

Claudia

*Claudia Ortega*  
La Mesa Police Department  
Phone: 619-667-7545

## Christine McMillen

---

**From:** Claudia Ortega  
**Sent:** Wednesday, October 24, 2018 11:06 AM  
**To:** Matt Nicholass  
**Cc:** Gregory Runge  
**Subject:** FW: Ring Meeting Follow-UP + MOU  
**Attachments:** Ring - La Mesa MOU.docx

Hi Captain Nicholass,

Please see attachment for Ring MOU.

Best Regards,

Claudia

**From:** Raymond Pollum [<mailto:raymond.pollum@ring.com>]  
**Sent:** Wednesday, October 24, 2018 10:31 AM  
**To:** Claudia Ortega  
**Subject:** Ring Meeting Follow-UP + MOU

Ms. Ortega, Thank you again for arranging our meeting and for gathering your colleagues to learn about Rings newest approach to reducing crime in communities. It was a pleasure to meet you.

As discussed, the Ring platform combines the deterrent value of a visible security system (devices) with the power of an actively engaged community (via a free app) to reduce criminal activity and to help solve open investigations.

Neighbors Portal is law enforcements access to our Platform. Highlights include:

1. No Cost - Neighbors Portal is free to Law Enforcement
2. Community Engagement - LE's ability to join the conversation (about posted video or in response to posted comments).
3. Alerts - You may post Alerts which are highly relevant (proximity) to the recipient.
4. Video Request - You may request video from Ring device owners relevant to active investigations.

As you review the attached MOU, or if others will be charged with that task, please feel free to contact me at any time. My cell number is 949-690-6979. If there are changes necessary, I can assist with the business language before we submit the document to legal for final approval.

Again, thank you for meeting with me. I look forward to working with you and the La Mesa Police Department soon.

Regards, Ray--  
Raymond Pollum

Vice President of Neighborhood Sales



1523 26th St  
Santa Monica, CA 90404

[ray@ring.com](mailto:ray@ring.com)  
(949) 690-6979 Mobile

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Ring Partners With LAPD To Reduce Crime In Wilshire Park



## **Ring wants to help reduce crime and increase safety in La Mesa, California**

Ring is excited to propose a solution to La Mesa Police Department (LMPD) to help reduce crime and assist with investigations in your community.

### **Program Description**

This program will provide LMPD access to the Ring Neighborhoods platform to communicate with Ring Neighbors and encourage community engagement as we work together to make La Mesa neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, LMPD may:
  - Utilize the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
  - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.
- In addition, LMPD and Ring may work together to offer subsidized Ring cameras to select parts of La Mesa.

### **Responsibilities**

#### **Ring**

- Make the Ring App available to La Mesa residents free of charge.
- Donate Ring cameras to LMPD or area of La Mesa based on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of Ten (10) Ring cameras.
- Make the Ring Neighborhoods portal available to LMPD, free of charge, including support and training for LMPD employees.
- Work with LMPD to obtain data/call logs and publish the relevant incidents in the app based on terms agreed to with LMPD.
- As appropriate, subsidize the purchase of Ring cameras by La Mesa residents as part of a formal subsidy program.

#### **LMPD**

- Engage the La Mesa community with outreach efforts on the platform to encourage adoption of the platform/app.
- Choose how the free Ring cameras should be distributed. There are two options.

- Cameras will be donated directly to LMPD. LMPD will in turn distribute these cameras to the community as part of its outreach programs.
- Ring will directly distribute these cameras to the local community, with input from LMPD.
- Maintain appropriate access controls for LMPD personnel to use the Ring Neighborhood Police portal.
- Make data related to LMPD incidents/call logs available to Ring on a mutually agreed upon basis.
- Have the option, but not obligation, to participate in a subsidized camera program.

#### Term

LMPD's participation in the program shall commence upon LMPD's acceptance of these program terms. Either party may terminate LMPD's participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to LMPD within 30 days of execution of this agreement.

#### Press Release

The parties shall agree to a joint press release to be mutually agreed upon by the parties announcing the partnership between the two entities.

#### Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to LMPD without the prior consent of the owner or a properly issued subpoena or search warrant, as applicable. LMPD agrees not to use the Ring Neighborhoods Police Portal other than as expressly authorized by Ring and other than in connection with bona fide LMPD work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Ring app and Neighborhoods Police Portal.

#### Compensation

At no point shall either party receive compensation from each other as a result of this program.

#### Confidentiality

Unless otherwise required by law, LMPD shall keep the terms of this program confidential.

RING LLC

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

La Mesa Police Department  
Program Sponsor

Date: 1/10/19

By: Walt Vasquez

Name: WALT VASQUEZ

Title: POLICE CHIEF



CITY OF  
**LA MESA**

JEWEL of the HILLS

**POLICE DEPARTMENT**

Walt Vasquez  
Chief of Police

Press Release Date: March 6, 2019  
Case Number: N/A  
Contact Person: Lt. Greg Runge

Telephone (619) 667-7544

Fax (619) 667-7519

**La Mesa Police Department Joins 'Neighbors' by Ring  
to Provide Users with Real-Time, Local Crime and Safety Information**

*'Neighbor's aims to reduce crime in neighborhoods by connecting people, security cameras and law enforcement.*

The La Mesa Police Department today announced that it is joining the Neighbors app by Ring (available via iOS/Android here: <https://download.ring.com/lamesa> to provide the La Mesa community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can download the free Neighbors app, join their neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

Walt Vasquez, Chief of Police, said: "As a Police Department, we are always looking for innovative and new ways to reduce crime and the fear of crime. Through our new partnership with Ring and the Neighbors App, we hope to make our citizens feel safer in their homes and community while improving our abilities to bring criminals to justice."

Jamie Siminoff, Chief Inventor and Founder of Ring, said: "We're excited to have the La Mesa Police Department join Neighbors to keep their community up-to-date on local crime and safety information. Over the past few years we have learned that, when neighbors, the Ring team and law enforcement all work together, we can create safer communities. Neighbors is meant to facilitate real-time communication between these groups, while maintaining neighbor privacy first and foremost. By bringing security to every neighbor with the free Neighbors app, the La Mesa community can stay on top of crime and safety alerts as they happen."

**How It Works**

- Download the Neighbors app on iOS and Android here:  
<https://download.ring.com/lamesa>  
or by texting 'lamesapd' to 555888 from your smartphone.
- Opt-in to join your neighborhood.
- Customize the geographic area you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a live feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring's home security devices.
- Work with your community to make neighborhoods safer.

La Mesa Police Department  
8085 University Avenue, La Mesa  
Telephone (619) 667-1400 Fax (619) 667-7519



CITY OF  
**LA MESA**

JEWEL of the HILLS

**POLICE DEPARTMENT**

**About Neighbors**

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app (iOS/Android), join your neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. Download Neighbors (iOS/Android) today to join your digital neighborhood watch. For more information visit [www.ring.com/neighbors](http://www.ring.com/neighbors).

**About Ring**

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities. Ring is an Amazon company. The Ring product line, along with Neighbors by Ring, enable Ring to offer affordable, whole-home and neighborhood security devices and services. In fact, one Los Angeles neighborhood saw a 55 percent decrease in home break-ins after Ring Doorbells were installed on just ten percent of homes. For more information, visit [www.ring.com](http://www.ring.com). With Ring, you're always home.

###

**La Mesa Police Department Media Contact**

Lieutenant Greg Runge  
Public Information Officer  
[grunge@ci.la-mesa.ca.us](mailto:grunge@ci.la-mesa.ca.us)  
(619) 667-7544

**Neighbors Media Contact**

Morgan Culbertson  
Public Relations Coordinator, Neighbors by Ring  
[Morgan@ring.com](mailto:Morgan@ring.com)  
M: 805.822.9694

La Mesa Police Department  
8085 University Avenue, La Mesa  
Telephone (619) 667-1400 Fax (619) 667-7519